



THE DISTRICT

the place to shop, dine, and live in Milwaukee



JOIN THESE
GREAT RETAILERS
AND BUSINESSES



Plus: Over 1,000 Proposed Luxury Apartments!

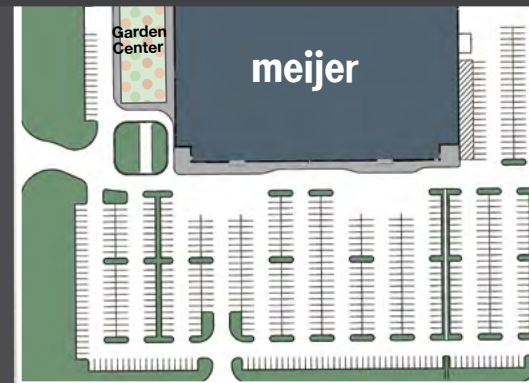
A DEVELOPMENT BY



233 South Wacker Drive, Suite 350 | Chicago, Illinois 60606
www.hsacommercial.com

What is The District?

Driving Highway 45, one will notice the emergence of The Mayfair Collection in Wauwatosa, Wis., the 270,000-square-foot fashion shopping center home to premium fashion brands like Nordstrom Rack and Saks Fifth Avenue OFF 5TH. The Mayfair Collection is the first phase of The District, a 69-acre mixed-use community that features shopping, restaurants, residences, and more all combined in a dynamic, walkable environment.



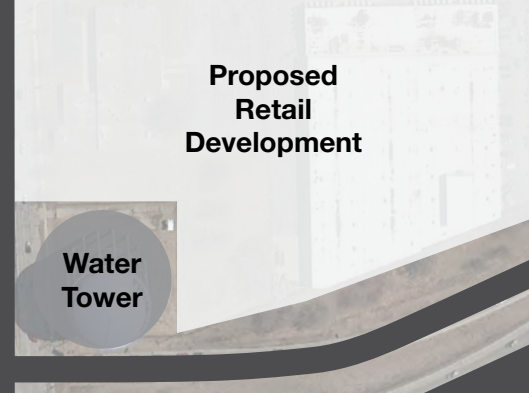
112th Street

Burleigh Street



Proposed Mixed-use Development

114th Street



Proposed Retail Development

Water Tower



Highway 45 141,000 VPD

THE DISTRICT

Area Traffic Drivers

MAYFAIR MALL TRADE AREA

Located at US Highway 45 and Burleigh Street, The District is at the center of a thriving and productive retail corridor that features premier national retailers and restaurants. With a tenant line-up including Nordstrom Rack, Saks Off 5th, and Dick's Sporting Goods, The Mayfair Collection has instantly become a central shopping destination for the Milwaukee area, and that traffic will only get stronger when Whole Foods opens. The following Mayfair Mall area retailers are numbered on the map to the right:

- | | |
|-----------------------------------|-----------------------------------|
| 1. REI | 8. Barnes & Noble |
| 2. Home Depot | 9. Best Buy |
| 3. Target | 10. Crate + Barrel |
| 4. Lowe's | 11. Boston Store |
| 5. Meijer | 12. The Cheesecake Factory |
| 6. Macy's | 13. Kohl's |
| 7. Container Store (Under Const.) | 14. Nordstrom (Opening Fall 2015) |

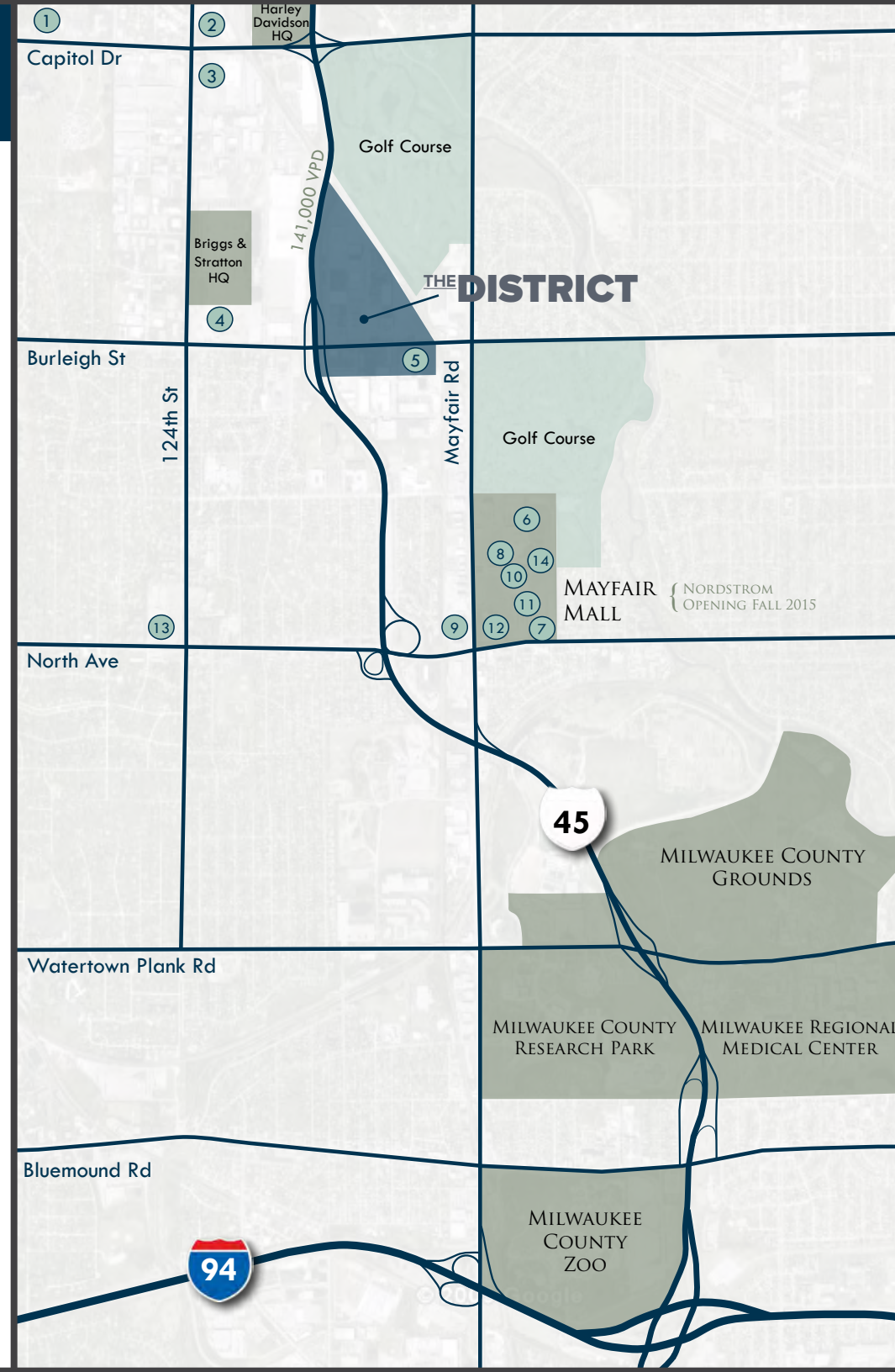
MILWAUKEE COUNTY RESEARCH PARK

- 175 acres of county property
- Home to over 115 businesses including 70 high-tech companies
- Major tenants include United Healthcare, Alterra, and GE Healthcare

MILWAUKEE REGIONAL MEDICAL CNTR

The Milwaukee Regional Medical Center (MRMC) is a consortium of 6 health care institutions providing a full range of health care services to the residents of Wisconsin. The health care consortium includes the following providers:

- | | |
|---|---|
| • Children's Hospital | • Curative Care Network |
| • Froedtert Hospital | • Milwaukee County Behavioral Health Division |
| • Medical College of Wisconsin | |
| • BloodCenter of Wisconsin's Blood Research Institute | |



THE DISTRICT

Exclusivity

REGIONAL AFFLUENCE

Since Milwaukee's affluent suburbs are not relegated to any particular side of the city, choosing a regional location like The District in the Mayfair Mall trade area is uniquely positioned to conveniently serve all.

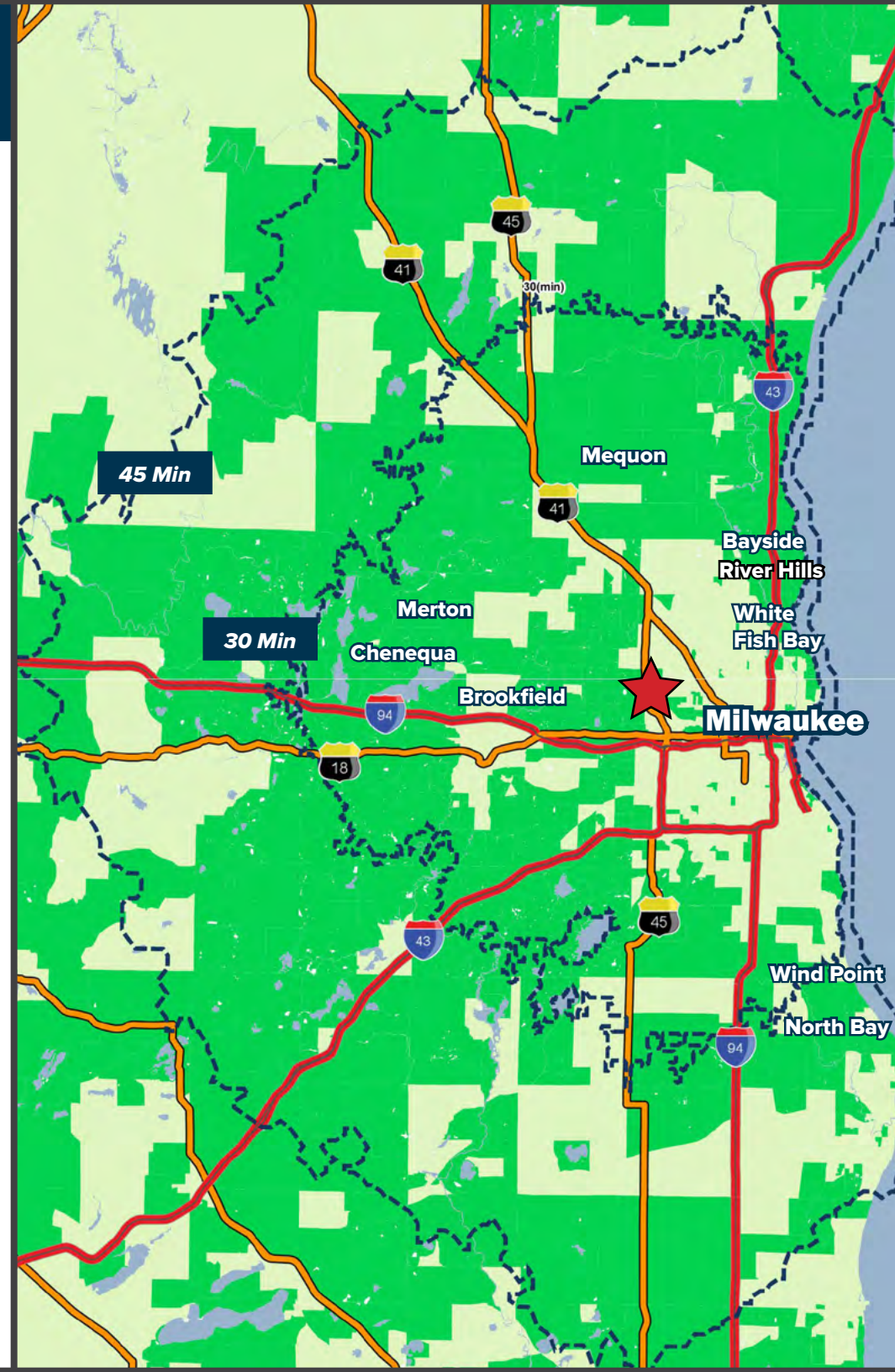
The Mayfair trade area is comprised of the wealthiest communities in Metro Milwaukee.

COMMUNITY	DRIVE TIME (MINS)	MEDIAN INCOME
Brookfield	13	\$76,225
Whitefish Bay	24	\$95,062
Mequon	25	\$90,733
River Hills	25	\$161,292
Bayside	30	\$88,982
Chenequa	31	\$163,428
Merton	33	\$78,937
Wind Point	40	\$88,521
North Bay	42	\$97,943

Source: Income data provided by Census.gov; Brookfield & White Fish Bay data from Milwaukee Economic Development Council.

DEMOGRAPHIC	45 MIN DRIVE TIME
2011 Population	1,819,339
2011 Est. Households	731,127
2011 Est. Households Earning \$75k+	192,610
2011 Est. Avg Household Income	\$71,968

Source: Regis Sites USA



Areas Within The District

There are several distinct components of The District that help shape this new community



THE MAYFAIR COLLECTION at The District

Located just up the street from Mayfair Mall, the premier regional shopping destination in metro Milwaukee, The Mayfair Collection is at the center of the largest fashion-oriented retail corridor in southeast Wisconsin. Just off Highway 45 at Burleigh Street, The Mayfair Collection offers the entire metro Milwaukee area the best names in fashion and accessories in one convenient location.

As the first phase of The District, Chicago-based HSA Commercial demolished a portion of the warehouse buildings fronting Highway 45 to create approximately 270,000 square feet of retail space now known as The Mayfair Collection. By attracting top-tier promotional fashion retailers, this created a catalyst for the future development at The District, including the Whole Foods Market now under construction.

RESTAURANT ROW at The District

HSA Commercial Real Estate has worked relentlessly to find the best local and regional restaurant operators that can bring unique and exciting restaurant offerings to satisfy hungry shoppers and future residents of The District. Rather than populate the project with staid and ubiquitous national brands, HSA has instead elected to work with innovative restaurateurs that will contribute to a lively street scene and an overall environment that encourages a better dining experience and longer length of stay.

THE MAYFAIR COLLECTION PROMENADE at The District

In spring 2016, HSA Commercial will begin construction of the third phase of The District which will feature approximately 75,000 square feet of fashion retail. Located just steps from The Mayfair Collection and the Milwaukee area's second Whole Foods Market, The Mayfair Collection Promenade at The District will offer fashion and accessories from many of the premier names in contemporary fashion.

LOFTS at The District

Beginning spring 2016, HSA Commercial and its residential development partner, Fiduciary Real Estate Development, will begin the construction of 250 luxury apartments at The District. Over the course of the next five years, HSA and Fiduciary plan to construct over 1,000 luxury apartment units in the entire District creating a dense, active community in Wauwatosa.



The Mayfair Collection
AT THE DISTRICT

The Mayfair Collection - Phase 1

The Mayfair Collection's first phase, which opened to the public in April 2014, consisted of adaptively repurposing functionally obsolete warehouse buildings along Highway 45 into new, contemporary retail environments that, through unique design, celebrate the property's industrial heritage. With a premier line-up of strong national retailers, this 270,000 square foot initial phase has served as the catalyst for on-going mixed-use development for the balance of The District and along the Burleigh corridor.

The following fashion brands are now open:

- Nordstrom Rack
- Saks Fifth Avenue OFF 5TH
- Dick's Sporting Goods
- DSW Designer Shoe Warehouse
- Ulta Beauty
- Old Navy
- Men's Wearhouse
- Carter's / Osh Kosh
- Torrid
- Maurice's
- TJ Maxx
- [J. Crew Mercantile \(Coming soon!\)](#)

See the merchandising plan on the following page.



The Mayfair Collection

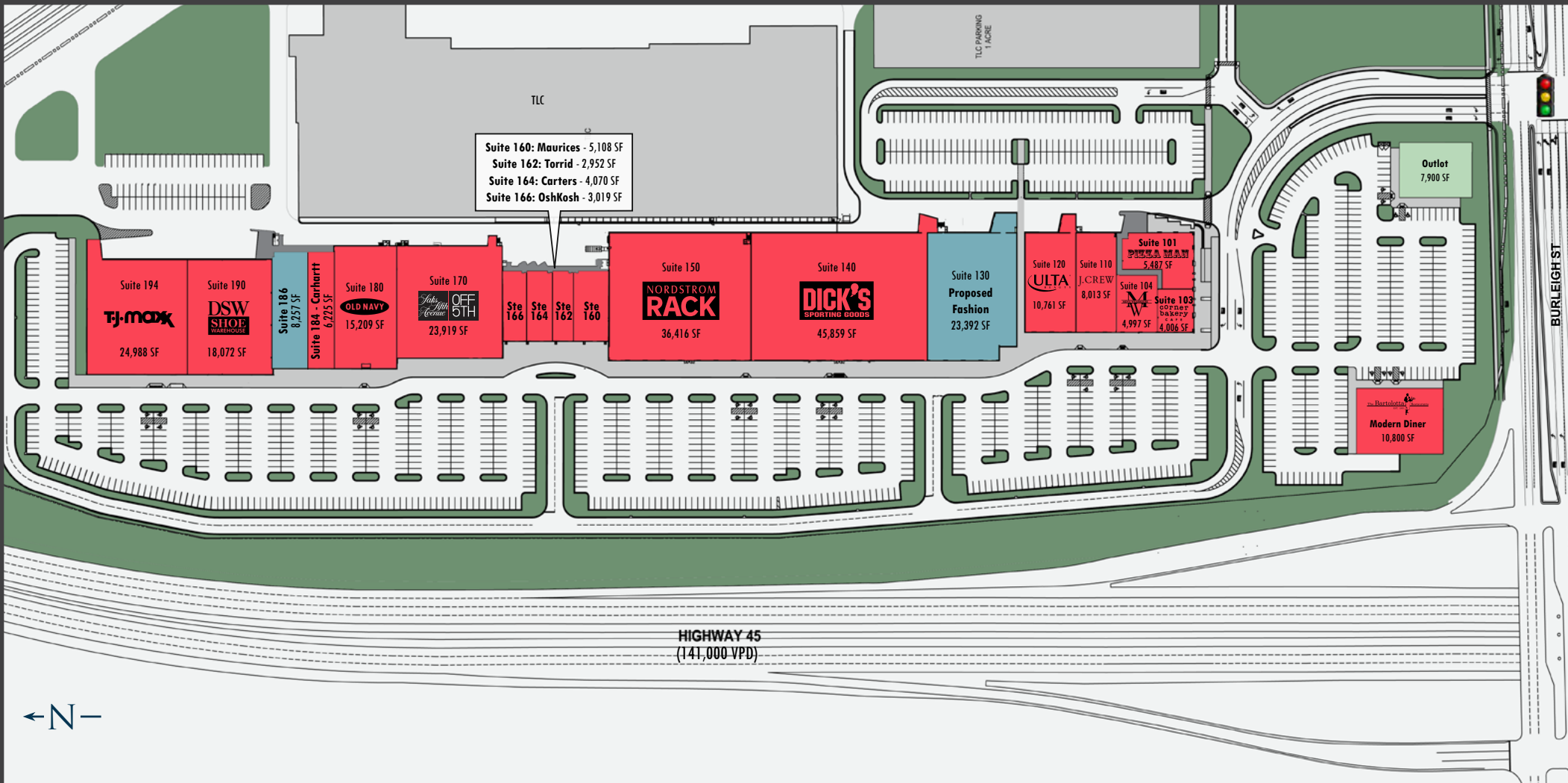
- Best-in-class apparel co-tenancy including Nordstrom Rack, Saks Off 5TH, DSW, Dick's Sporting Goods, and more
- Mayfair Mall just two blocks south (sales of \$555 psf) with Nordstrom under construction
- At full interchange with unobstructed visibility to Highway 45's 141,000 VPD
- Whole Foods Market and Hilton Homewood Suites planned in Phase 2
- **Just two spaces remaining!**

Project Overview Phase 1

MERCHANDISE PLAN (PROPOSED)

- Now Open / Signed Lease
- Lease Out
- Letter of Intent
- Available

JOIN THESE GREAT RETAILERS:



THE DISTRICT

The Mayfair Collection - Phase 2

Capitalizing on the affluent regional customer traffic generated by the premier national retailers in the project's first phase, HSA Commercial has started construction on the second phase--a complementary mix of daily needs, design, and home furnishings retail.

Anchored by a 45,150-square-foot Whole Foods Market, Phase 2 of The Mayfair Collection features leasing opportunities for exciting, upscale design and home furnishings retailers. Just as in Phase 1 of The Mayfair Collection, this retail space is being created by adaptively repurposing former warehouse structures. Construction is already well underway with grand openings planned in early 2016.



Opening
Early 2016!



The Mayfair Collection

- Whole Foods Market anchored development
- Mayfair Mall just two blocks south (sales of \$555 psf) with Nordstrom under construction
- At full interchange with Highway 45 with visibility to Burleigh Street
- Best-in-class apparel co-tenancy including Nordstrom Rack, Saks Off 5TH, DSW, Dick's Sporting Goods, and more located in Phase 1
- Over 1,000 luxury apartments planned on-site

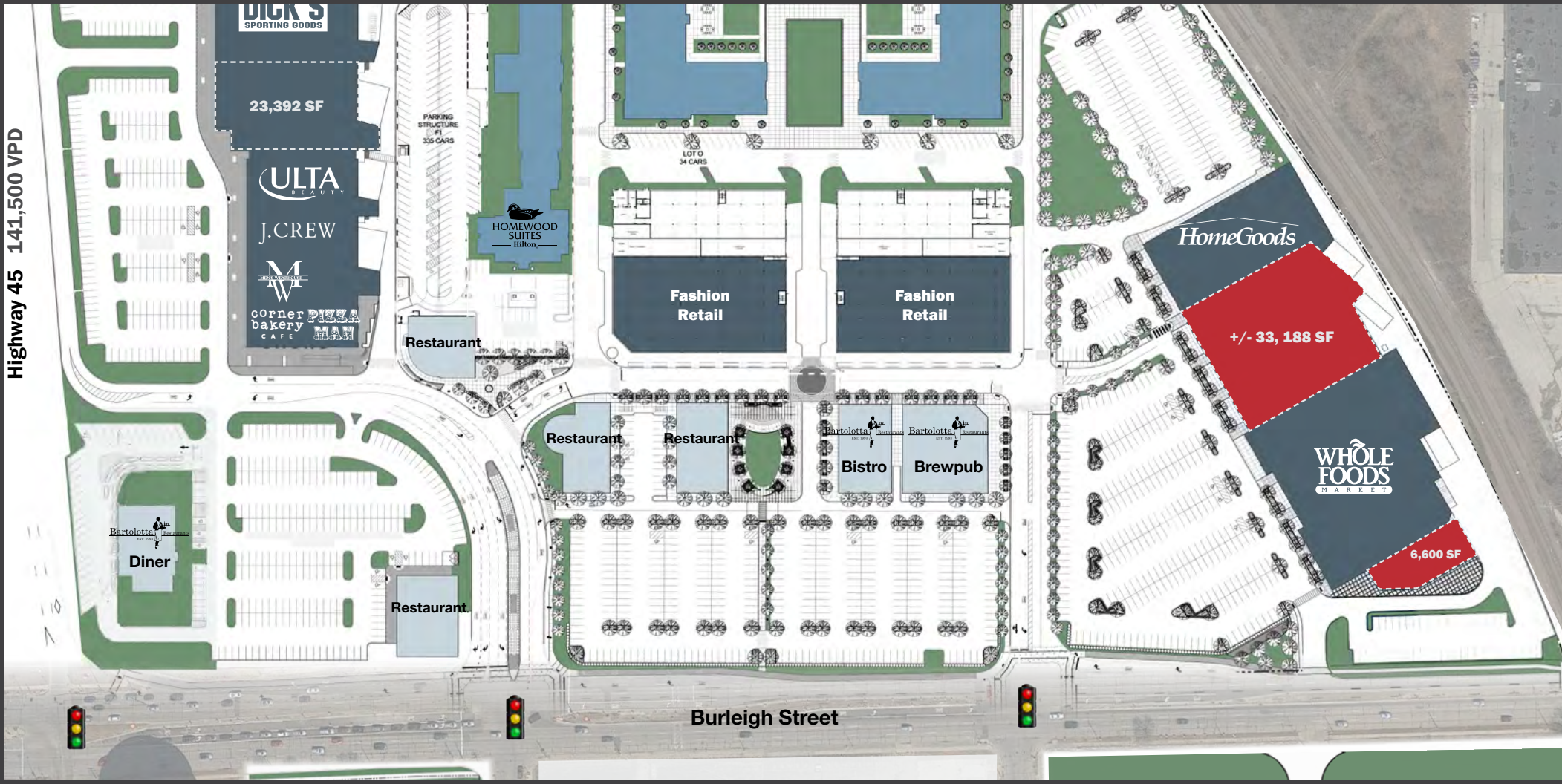
Project Overview Phase 2

KEY OPPORTUNITIES:

Suite 120 - Up to 33,188 SF

Suite 100 - 6,600 SF (At Lease)

JOIN THESE
GREAT BRANDS:





Restaurant Row
AT THE DISTRICT



THE DISTRICT

Restaurant Row

HSA Commercial Real Estate has worked relentlessly to find the best local and regional restaurant operators that can bring unique and exciting restaurant offerings to satisfy hungry shoppers and future residents of The District. Rather than populate the project with staid and ubiquitous national brands, HSA has instead elected to work with dynamic and innovative restaurateurs that will contribute to a lively street scene and an overall environment that encourages a better dining experience and longer length of stay.

The first Corner Bakery Cafe in the state of Wisconsin opened its doors at The District in October 2014. The iconic local pizza place and wine bar, Pizza Man, opened it's second restaurant next door in June 2015. Further, as part of a strategic partnership with Bartolotta Restaurant Group, the preeminent restaurant operator in Milwaukee, four new concepts will be launched at The District starting in spring 2016: a modern diner, a brewpub, a French bistro, and a casual sushi bar.



Opening 4 Concepts!



Now Open!



Now Open!



Restaurant Row

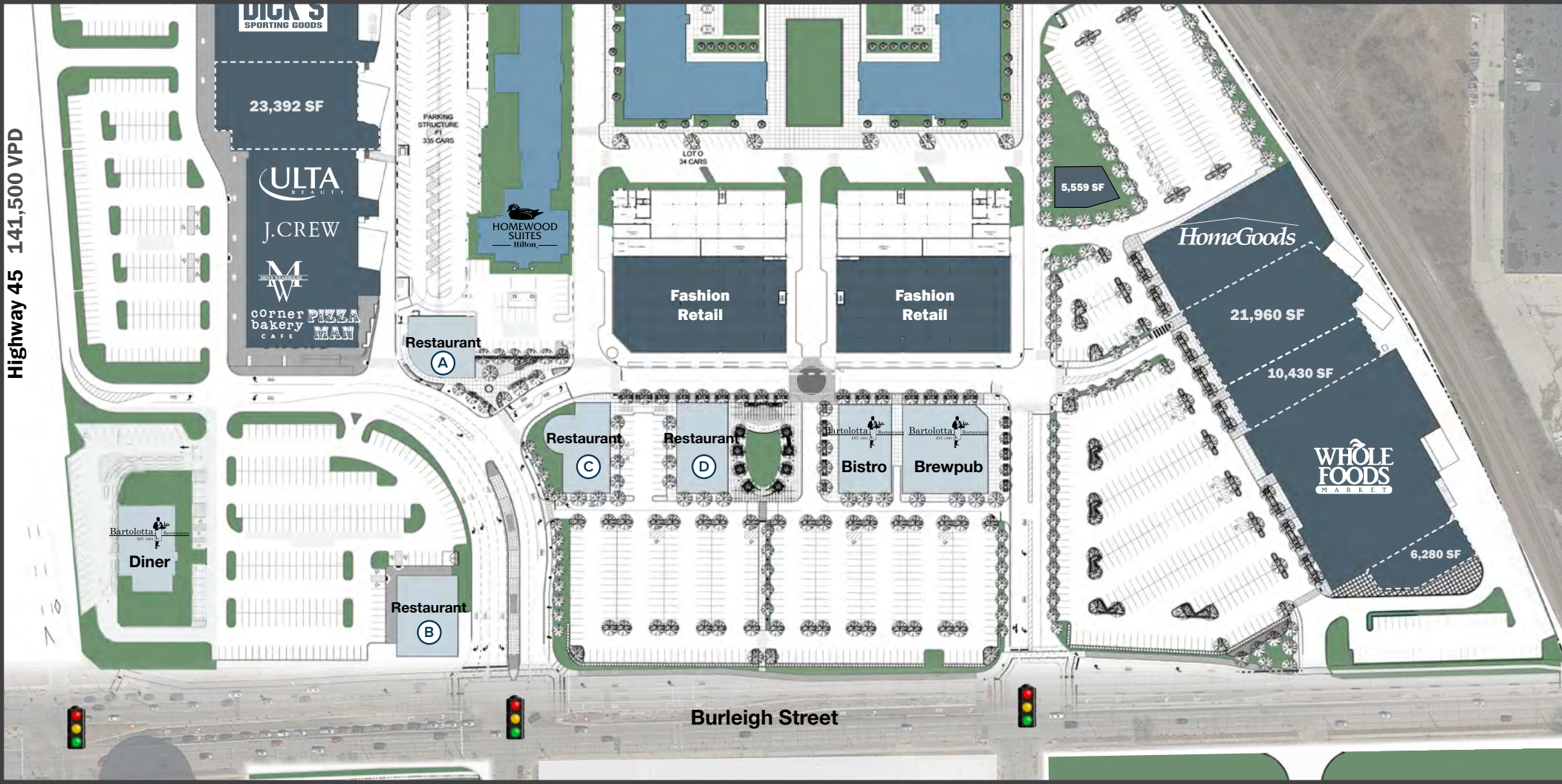
- Great traffic drivers nearby including Nordstrom Rack, Saks Off 5TH and Whole Foods
- Located just minutes away from Mayfair Mall, the dominant mall in metro Mliwaukee
- Corner Bakery Cafe and Pizza Man already open and performing well in Phase 1
- Four concepts from The Bartolotta Restaurants: a brewpub, modern diner, bistro, and sushi bar
- Strong visibility to Burleigh Street and Highway 45's 141,000 VPD

Project Overview

KEY OPPORTUNITIES:

- Rest. A - 6,200 SF Divisible (At Lease)
- Rest. B - 7,900 SF (Pad Delivery)
- Rest. C - 7,800 SF (Pad Delivery)
- Rest. D - 7,500 SF (Pad Delivery)

JOIN THESE
GREAT OPERATORS:





The Mayfair Collection Promenade
AT THE DISTRICT



THE DISTRICT

The Mayfair Collection Promenade

In spring 2016, HSA Commercial will begin construction of the third phase of The District which will feature approximately 75,000 square feet of fashion retail in a contemporary urban streetscape. Located just steps from The Mayfair Collection and the Milwaukee area's second Whole Foods Market, The Mayfair Collection Promenade at The District will offer a place for the country's most exciting and popular names in fashion to showcase their brands.

At The Mayfair Collection Promenade, fashion labels will have a chance to capture the affluent regional traffic generated by both The Mayfair Collection and Whole Foods nearby in addition to the energy created by Restaurant Row. Spaces at The Mayfair Collection Promenade will feature large, dramatic ceiling heights and prominent signage visible to traffic from Burleigh and throughout The District.



The Mayfair Collection Promenade

- Located between The Mayfair Collection (Nordstrom Rack, Saks Off 5TH and more) and steps from the Milwaukee area's second Whole Foods Market
- Restaurant Row across the street promises to keep the area activated throughout the day and evening
- At the base of Lofts at The District, a planned 1,000+ unit luxury apartment development
- Strong visibility from both Burleigh Street and Highway 45's 141,000 VPD

Project Overview

KEY OPPORTUNITIES:

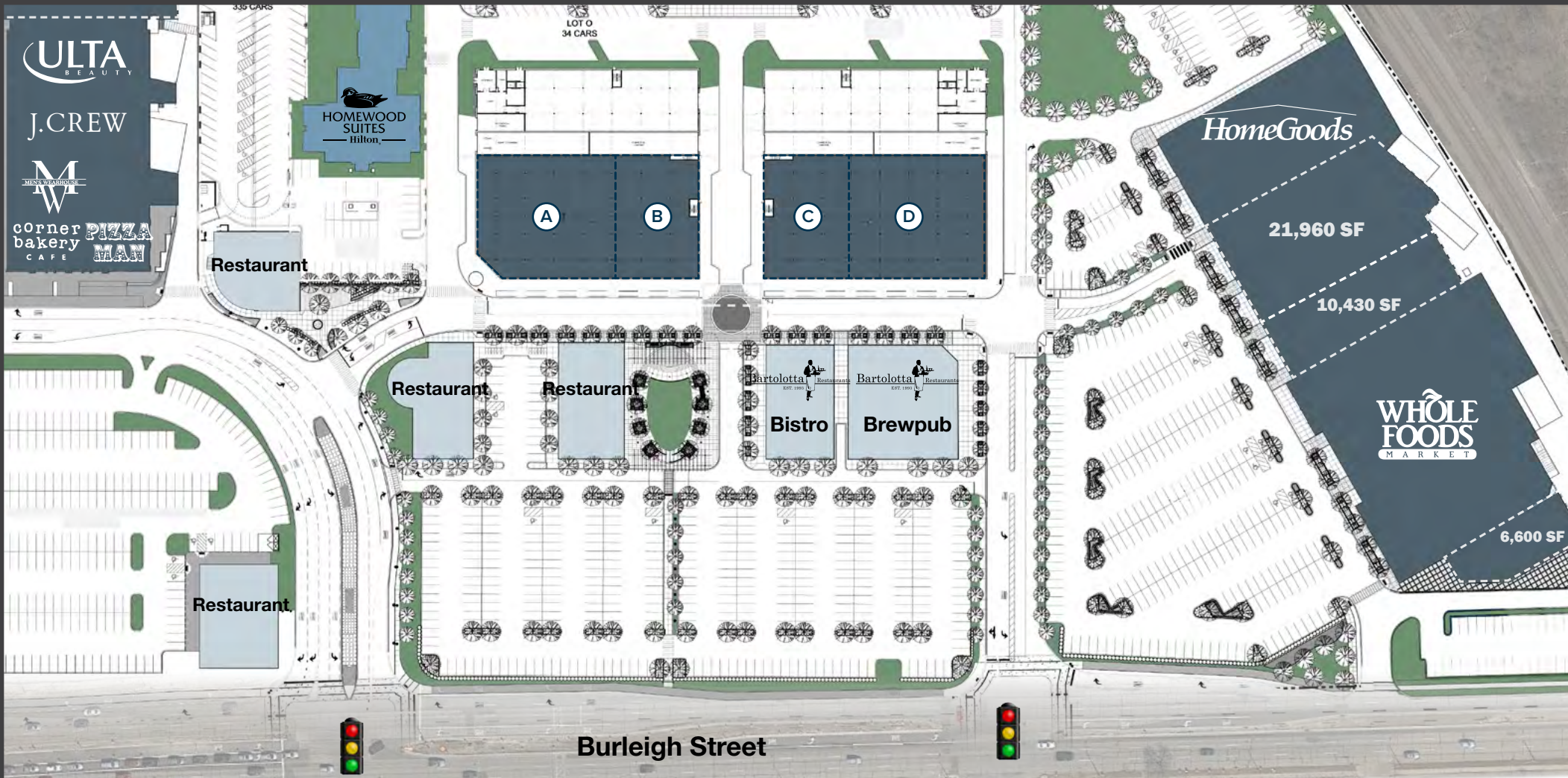
Ret. A - Suite 110: 23,119 SF (2-Levels)

Ret. B - Suite 100: 9,814 SF

Ret. C - Suite 120: 10,576 SF

Ret. D - Suite 100: 25,000 SF (2-Levels)

STAY TUNED FOR ANNOUNCEMENTS ABOUT NEW TENANTS!





Lofts

AT THE DISTRICT



THE DISTRICT

Lofts

HSA Commercial and Fiduciary Real Estate Development have announced that the firms have an agreement to develop up to 1,050 luxury residences over seven to ten years on land next to The Mayfair Collection shopping center. Fiduciary will construct and manage the residential buildings, and the firm is scheduled to break ground in spring 2016 on the first phase totaling approximately 250 apartment units and 50,000 square feet of ground level specialty retail space with tenant occupancy projected for early 2017. Phase two is scheduled to break ground in 2017 and will also include 250 units and provide a level of amenities that have never been provided in the Milwaukee market.

The proposed luxury apartment buildings, located just off of Highway 45 at Burleigh Street, will be designed to promote density and walkability within an integrated mixed-use environment. Future residents will be able to shop for groceries at Whole Foods Market; browse stores like Nordstrom Rack and Saks Fifth Avenue OFF 5TH; grab a coffee at Corner Bakery Café; or enjoy a meal at one of The Bartolotta Restaurants' culinary offerings without getting in a car. Since the development site is located at the center of the largest commercial and employment corridor outside of downtown Milwaukee, many future residents will also enjoy a short commute to work.

The luxury apartments are being designed to meet the broad spectrum of demand that the market is dictating. Residences will range from studio units starting at 500 square feet and provide different design and sizing all the way to corner penthouse units as large as 1,300 square feet. The average unit will rent for approximately \$1,275 a month which will make this very attractive compared to other new communities that have been recently completed.

Please stay tuned for more information!





THE DISTRICT

OWNED / DEVELOPED BY

HSA
COMMERCIAL REAL ESTATE

RESIDENTIAL DEVELOPMENT BY

 **Fiduciary**
REAL ESTATE DEVELOPMENT, INC

ARCHITECTURE

TOA
ARCHITECTURE

CHRIS THOMAS

312.519.9624

cthomas@toadesigns.com

RETAIL LEASING

HSA
COMMERCIAL REAL ESTATE

TIM BLUM

312.683.7256

tblum@hsacommercial.com

CONTRACTOR

 **PREMIER**
DESIGN + BUILD GROUP

ALEC ZOCHER

847.297.4200

info@pdbgroup.com

BRENTON SCHRADER

312.458.4392

bschrader@hsacommercial.com

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